

Digital Marketing background

In simple terms, Digital Marketing is the promotion of products over the internet or any form of electronic media. According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses

Digital marketing started in 1970 where a Pioneer programmer Ray Tomlinson implemented the first email program on Artnet system since then, there has been a drastic change or drastic growth in the field of digital marketing. Now digital marketing is very popular due to increase in the number of internet users, mobile phone users and digital content consumption.

Digital Marketing 2022 Trends

Digital marketing has been long growing all these years, however the growth from the start of covid 19 can never be compared to any other previous years. No one knew about the outbreak of covid 19 therefore no one was prepared including business owner for big and small business. Therefore, there have been new trends in the digital marketing world since 2020. In order to keep up here are the digital trends for 2022:

Email Most Important Channel: It provides engagement with real customers, as they provide their personal emails it shows some relationship and trust being built so it easy to change them from followers into sales. Personalization is a very powerful tool which you can easily create when you are using email, and you can also group your followers/customers based on their interest.

YouTube: Most people are spending most of their time watching videos on YouTube. Most consumers use videos to help them make shopping decisions. More specifically, nearly 70% of YouTube users watch videos on YouTube when they need help making purchase decisions.

Advertise in video games: When the covid 19 broke out people have been spending most of their time at home, then have been much interest on video games, then advertise your brand on video games where some consumers spend their time for entertainment, will give them an opportunity to look at your brand/content of your business.

Optimize for mobile: Mobile are always in the hands of users while they are walking, eating, sitting with family and even when they go to bed, 70% of paid search impression occur on mobile devices.

Influencer Marketing & User Generated Content: According to IPA after the hit of pandemic marketing industry saw about 20% decline while influencer and content marketing experienced the joy of 46 increase.

Automation: Marketing automation is all about streamlining the processes and automating them to make them more smooth, effective, and faster. The days of waiting 24 hours for a reply from a brand are long gone. Consumers want a response, and they want it now and in a tone of voice they can relate to.

- ❖ Customers will identify with your brand if they see you're authentic and when they see themselves reflected in your marketing. Your business and brand can thrive and remain competitive when you understand your customers and converse with them in ways that resonate.